

KORC is located on the central Oregon coast. My wife and I own and operate the station. We are not only in small market but in one of the most economic depressed areas in this nation. Revenues are down more than 60% from two years ago. Almost everyday, another local business closes their doors. The proposed rule change goes far beyond just an additional expenses for equipment, time and personel. There isn't anyone to pass the expenses along to. ADOPTION OF THE RULE CHANGE TO TAPE AND STORE BROADCASTS WILL PUT THIS STATION OUT OF BUSINESS. In fact, I would venture that it would be the final nail in the coffin of small market "mom and pop" radio stations. Then Clear Channel can have it all and their way.

You don't need addional rules. Enforce the rules you already have in place. Get some people out from behind their desk and out in the field. They will find that in a small market, the radio station has to be responsive to the community. The listening public are our neighbors. When they've heard something they don't like, you hear about it right away. If you don't fix it, they'll turn your station off right now and tell all their friends and nighboors.

Larry Profitt
Owner/General Manager
KORC RADIO
Waldport, Oregon 97394
541 563-5100